

THE GOLDEN RULE DRY GOODS COMPANY

Great Embroidery Day--All Day Friday

Greatest Assortment,

Best Quality,

Lowest Prices

One splendid lot Fine Embroidery and Insertion in Nainsook and Cambric, 3 to 12 inches wide. Values to 25c yard. For this sale, choice, per yard

8c

20 Pieces Corset Cover and Flouncing Embroidery; 13 inches wide, pretty patterns, extra quality. Values to 50c yard. Our special day price only

22c

Over 50 Pieces Finer Embroidery in Corset Cover and Flouncing, 18 inches wide. Values to 75c yard. On sale for this one day, choice per yard

33c

One lot Finer Embroidery Flouncings, 27 inches wide, beautiful patterns, fine quality, sold up to \$1.00 per yard. On sale now for, per yard

49c

One Special line Baby Embroidery Flouncing, 27 inches wide, very dainty patterns. Values to \$1.00 yard, on sale this day only, per yard

59c

50 Pieces Fine 27-inch Embroidery Flouncings, assorted patterns, all 65c yard values. On sale for this one day. Choice, per yard

37c

27 pieces beautiful 27-inch embroidery Flouncings. Very dainty patterns in Baby and Dress Flouncings. Values to \$1.50 per yard. On sale this one day for, per yard

79c

SOCIETY

The hope of the nation is in the west. The west that is the nation's melting pot wherein is poured the international culture and artifices of the entire east to be absorbed and stamped by the independence and virility of the sunset states.

New York newspaper is its training with the account of the plots of a June birth who will go it alone to time to establish an "Independence Colony" for young women at Mountain Park near Junction City, Colorado. The recruits for the colonies are already recruited from a lot of eastern heiresses and working girls. Impossible combination in the most feasible in "God's country."

The purpose of the benevolent is to put an end to the follies of the "Four Hundred," and by living austere, nature sans corsets, puffs, ruffles, rouges and all superficialities, develop an ideal type of American womanhood. The daughters of society lords and American working men will be brought together to be taught new ideals of home Americana. This remarkable gifted and clear-sighted bride is Mrs. Beatrice Furness, the Boston and San Francisco writer, seautress and reformer, who spent several years in New Mexico and Arizona among the Indians living their life and putting behind her the education received in Boston colleges. Mrs. Otto, aware that the girls in the east "are mere dolls" but that she does not altogether blame them for their attitude toward life because of the way they have been brought up from babyhood, "The woman of today has more chance to maintain her self-respect in the west where she is supposed to be brought up in the drawing rooms of aristocracies of the east, states this student of sociology and teacher of trends. Life in the open, educational classes, independence of thought and action, abolition of conventional and fashionable follies and social customs to be the fundamental principles of "Independence Colony" where society queens and serving girls will live in sisterhood, courting the complexities of making health and青春 to be courted by any man for any reason save affectionate regard. The alarming increase of marriages between mounted American girls and settled foreigners has been the leading incentive to Mrs. Otto in her great scheme for inaugurating a new educational course in matrimony. Her own wedding demonstrated her independence of conventions and love of nature. The ceremony uniting Miss Beatrice Furness and John Otto, her-cum, prospector and trail blazer, occurred last June 21 in Mountain National park. They stood before a colossal altar of quartz and granite, carved by the bride on a narrow ledge one hundred feet from the ground. After preparing a wedding breakfast over a camp fire, the bride donned a white satin wedding gown and veil and made her way to the foot of the cliff where the bridegroom waited beside the minister who was clad in the robes of the Episcopacy.

Varsity Man Honored.

One of the hottest functions in many months was the dinner at the Alvarado hotel Monday evening when Mr. Frank Chelch Light, formerly a student of the New Mexico university and a leader in classmate athletics and popularity, was honor guest. Mr. Light returned Sunday from Oxford, England, where he has been the past four years a representative of New Mexico, having won the Rhodes scholarship to Oxford. The cuisine and appointments of the dinner were the superlatives best that could be provided at this smart hotel, and no more could be said or desired. The members of the Tri Alpha fraternity were the hosts and after-dinner entertainment was steeped in reminiscences of Tri Alpha tricks of other days and in giving audience to narratives of Oxford life related by the honoree. Mr. Light left yesterday for his home in Silver City. Those present at the Tri Alpha function were: Meers, Frank C. Light, Lawrence Lee, F. Holdt, Jack Stinson, Wick Miller, Bernard Crawford, Tom Danaby, John McFie, Gillette Cornish.

Out-of-Town Guests Honored.
A charming evening of rare pleasure was the experience of fourteen young people last evening. The place was the pleasant bungalow on Mar-

C. A. met in business session in the association parlors this afternoon and systematic work for the national campaign in which the benefit play by Messrs. Abright and Dugger will be a notable aid.

That the major portion of the cast consists of star strivers, strangers to Albuquerque audiences, adds the touch of curiosity that will infuse a moment of interest not possible otherwise.

Woman's Club Year Book.

Refreshing to discuss the Woman's club once more, isn't it? A glance into the club year just off the press gives convincing proof of a splendid year in 1911-12 for the favored members of this progressive and probably most influential organization of women in the city. The departments of literature, domestic science, art, philanthropy and music repete with stimulants for educational, artistic, moral, musical and social development, and the wide-reaching influence of this club not only in the city but in the state can scarcely be estimated. In brown lettering on a pale lemon-colored paper the book in its composite whole is a tasteful adjunct to anyone's parlor-table or desk, while the beautiful thoughts engraved in quotations from the master writers on each page afford pleasureable and profitable reading for the casual reader as well as members.

Motor Trip to Santa Fe.
Tomorrow morning Gillette Cornish, John McFie, his house guest the past week, and Ira Boldt will motor to Santa Fe in the car of the first named gentleman. The Albuquerque twain will be guests at the McFie home for several days.

Masonic Club Banquet.

Informal, gay and joviality marked the gathering of some thirty young men of the Masonic Social club in the temple Monday evening. Preliminary arrangements were made for a dancing party to be given in the hall. Among the authors to be discussed are Emerson, Kipling, T. Morgan and Carlyle.

Eastern Star Concert.
A treat is in store for music fans. The ladies of the Eastern Star will entertain members and friends at a musical and literary concert in the Masonic temple Friday evening, August 18. The reputation of the Eastern Star for splendid entertainments and the fact that the program is in the hands of Mr. William Grimmer is guarantee that the forthcoming concert will be an oasis in the desert of summer.

Picnic at Schwartzman's Grove.
The second picnic this season by the Harkness folk occurred last Sunday in Schwartzman's grove south of the city, and was even more enjoyable and successful than the former picnics. The procession of conveyances, weighted with merrymakers and Janusas left Gold avenue and Second street at 8:30 Sunday morning for the pleasure grounds. Another contingent arriving at 1 o'clock swelled the crowd to nearly a hundred. Games preceded the noon luncheon spread under the cottonwoods. The relay race began early in the afternoon. Races held the boards till seven sprinting contests were closed. In a race for stout ladies only, Mrs. Bloom won first honor and a handsome pocket book. Mr. Simon Deader, the hero of the mat, proved himself also a star of the first magnitude on the race course and won the scars for distinguishing ten competitors in a 200-yard dash.

Fair Art Exhibit.
That the art display at the first state fair will be a representation of state wide talent is assured by the general interest in and encouraging response from other counties. The list of assistant superintendents is rapidly growing as the various counties name the prominent women to look after the exhibits from various communities.

This department will be distinctly a woman's department and will no doubt be one of the most successful of the fair. The superintendents will be women and the exhibits will be in the main the handicrafts of women, although artistic decorations by men will be acceptable and eligible on their merits for the numerous prizes offered by local merchants.

W. C. A. Benefit Play.

Even the elements and the weather man have conspired to insure the enjoyment of the forthcoming drama to be presented August 24 and 25 for the benefit of the Young Woman's Christian Association. In former summers theater patrons have complained of the heat and kept religiously away from church and theater alike, and in consequence the midsummer attractions have become so scarce that the theatrical famine has now created an insatiable hunger for the pleasures of dramatics. And the ideal comedy which elsewhere are prostrating dreary "dog days" give Albuquerque a thrill of pride as well as comfort and the vigor to demand such a pleasure feast as will occur at the Elks' theater August 24 and 25.

The board of directors of the Y. W.

California, where they will spend some time for the benefit of the latter's time.

Mrs. George Arnott and children will be among the out-going vacationists this evening bound for the California beaches.

Mrs. L. T. Kinney of Dawson, N. M., is the house guest of her sister, Mrs. Warren Graham.

Mr. E. M. Clark and family of Winslow, Ariz., are the guests of Mr. Clark's sister, Mrs. H. J. Rehder at 611 South Broadway.

Mr. W. Moore Claxton left last night for Boston, Mass., to be absent till the middle of September.

Dr. E. McQueen Gray, president of the University returned last evening from an eastern trip. Dr. Gray's itinerary included Chicago, New York, Washington, D. C., St. John's, Nova Scotia, and several cities of Newfoundland.

Mrs. W. H. Solvert is entertaining the distinguished missionary officer, Mrs. Laura Craig. Friends desirous of meeting Mrs. Craig are invited to call at Mrs. Solvert's home, 219 South Arno street.

John McFie, son of associate justice of the New Mexico supreme court is in the city visiting Mr. Justice French. Mr. Wick Miller, a former varsity student, now a government inspector of sheep dipping, has also been the house guest of Mr. French the past few days. Mr. Miller left yesterday for Glendale, Calif., en route to San Francisco. Mr. McFie also plans to visit the coast and the Red Rock, maybe to San Fran.

Mr. and Mrs. Heel of San Pedro spent Monday in the city visiting friends.

CHURCH AFFAIRS

local workers to spend two days in this city, and was greeted by sixty representatives of Albuquerque Sunday schools who were hosts at the banquet Friday evening.

The dining rooms of the association home were beautifully decorated in honor of the event in a profusion of fragrant roses and trailing smilax. After the disposition of the excellent menu, the tables were moved to allow the company to face the honoree who addressed them in eloquent terms on the noble work of the Sunday schools that, in the southwest as elsewhere, is taking on greater progressiveness and aggressiveness than ever before.

Sunday morning the eminent minister filled the pulpit in the Lead Avenue Methodist church and was the speaker at an afternoon meeting in the Presbyterian church. Mr. Brown left Sunday evening for Garden City, Kan., where arrangements had been made for a mass meeting of Sunday school workers Monday evening in honor of his visit.

Ladies to Organize Auxiliary.

With the buoyancy and force of a polished orator, Rev. W. A. Brown addressed a large gathering in the Presbyterian church Sunday afternoon. His subject, "How One May Reformed a City" was a forcible exposition of what may be done by the example of the reform feats accomplished by E. W. Trickett, when mayor of Kansas City. Contrasting pictures of the view of that city before and after the moral improvement after Mayor Trickett's house cleaning campaign convincingly proved the power of even one man to purge his city of vice. The lecture was given under the auspices of *Christian's Good Government League* and at the close of a stirring appeal by the speaker for individual and collective efforts toward civic righteousness, many ladies in the audience signified their desire to organize an auxiliary society in this city to cooperate with the good citizens' league.

Party at Bright Home.

With three-fold purpose of transacting business, expounding their missionary studies and having a jolly time, the Young Peoples' Foreign Missionary society of the First Methodist church assembled Monday evening at the home of Dr. Alonso S. Bright. In regular order, the business, programs and games were enjoyed. The subject of the meeting was "India" and the paper on the subject was most ably written and read by Mr. Fred Henrich. Miss Frances Strong directed the devotional exercises. A vocal solo by Mrs. George was neatly appreciated. Readings by Miss Clara Blood and Mr. H. H. Calkins were truly and splendidly rendered. Interesting games followed the formal program, and equally as interesting refreshments served by the Misses Bright concluded the meeting.

Lawn Party.

"Underneath the silvery, southern moon, the young people of the Presbyterian Christian Endeavor society, trodled till a late hour Monday evening. Miss Myrtle Bliss was hostess and the grounds of the old home on North Fifth street was a scene that demonstrated the worthiness of the name. The silvery glow of numerous Japanese candles revealed tables laden with sweet peas, around which were gathered the girls and boys of the Presbyterian church. Bunting, business entailing reports of committee work was quickly dispatched and adjutable gathering and reception to the distinguished visitor tomorrow evening. Mrs. Pitt Ross of the Presbyterian church has charge of the music for the evening, which will form a setting for the lecture of Mrs. Craig. Besides devotional songs, there will be a soprano solo by Miss Margaret Franklin and a piano number by Miss Helen Anderson. The church will be decorated for the event under the direction of Mrs. West of the Christian Woman's Board of Missions of the local church. Following the address a reception will be tendered Mrs. Craig, Mrs. Head of the Congregational church and Mrs. Porterfield of the Lead Avenue Methodist church constitute the reception committee.

Mrs. Minnie of the M. E. church, south, will preside over the dispensation of refreshments that will be the finale of the reception.

Union Missionary Meeting.

All the missionary societies of the city will unite tomorrow evening at a meeting in the Gold and Broadway church of Christ for the purpose of meeting and hearing an address by Mrs. Laura Craig, national representative of the American Missionary Union. Mrs. Craig is en route from California to New York and has been communicating to gather data regarding the work of churches in southwestern mission work for a book soon to be edited by the national society. Committees from six of the allied societies in this city are making all arrangements for a notable gathering and reception to the distinguished visitor tomorrow evening. Mrs. Pitt Ross of the Presbyterian church has charge of the music for the evening, which will form a setting for the lecture of Mrs. Craig. Besides devotional songs, there will be a soprano solo by Miss Margaret Franklin and a piano number by Miss Helen Anderson. The church will be decorated for the event under the direction of Mrs. West of the Christian Woman's Board of Missions of the local church. Following the address a reception will be tendered Mrs. Craig, Mrs. Head of the Congregational church and Mrs. Porterfield of the Lead Avenue Methodist church constitute the reception committee.

W. C. T. U. Meets.

Mrs. Pitt Ross, acting president of the Women's Christian Temperance Union was at home to the members of the W. C. T. U. yesterday afternoon. The session occurred on the date for the annual election of officers but owing to the fact that many members were absent attending the chautauqua at Mountainair, the election was deferred till the next meeting, a fortnight hence.

The great bereavement to the union by the death of one of the most faithful white ribboners, Mrs. Belle Stewart was the theme of conversation and a committee was appointed by the president to draw up resolutions expressing the sentiment of the organization.

Baptist Ladies to Sew.

A meeting of the Ladies' Aid society of the Baptist church is called at the state chautauqua for your troubles.

Cardui Worked Like a Charm.

for tomorrow afternoon at 2:30 o'clock in the church parlors. Work will be the order of the session. By order of the president, Mrs. Anderson,

Hay Ride.

Among the out door frolics occasioned by the brilliancy of the August moon will be the hay ride tomorrow evening that will be a joint entertainment by the young ladies of the Phillips class and the men of the Bass class of the Highland Methodist Sunday school. The young people will congregate at the church in the early twilight to board the conveyances for the ride.

Pilathea-Baraca Meeting.

Mrs. Goehring was hostess Monday evening to the young people of the Congregational church Friday evening, the occasion being the regular business and social meeting of the Christian Endeavor society.

Aid Society to Meet.

The ladies of the Aid society of the Gold and Broadway church will hold a regular business meeting tomorrow afternoon in this vicinity since July 27, and the crops are drying up in the fields. Beans and potatoes are the crops needing rain the worst. Always before, since the advent of the dry farmer into this valley August has been the best growing month, with an abundance of rain and splendid weather. The temperatures the last three days have been close to the century mark, and the sun, beaming out of a cloudless sky, has scorched the growing crops with a ferocity rivaled only by the destructive hot winds of Kansas and Oklahoma.

H. H. Rogers, a farmer living near the mouth south of town, was unfortunate enough this week to have one of his best work horses bitten on the nose by a rattlesnake. Various treatments recommended for rattler bites were tried on the animal, with apparently good success. The horse appears perfectly normal and seems able to be put to work again in the fields. Mr. Rogers however, is considerably down-hearted because of the accident, as he says he has always heard and believes it to be true that a horse over the victim of the venomous rather never afterwards is good for much, if it is lucky enough to survive the effects of the poison for any length of time.

Dr. V. S. Cheyney, Hugh Swisher, Fred Charles and Attorney Ralph Easley are in Albuquerque this week on business.

Mrs. Newberg, who has recently arrived from Oklahoma with her two sons to join her husband here, announces that she will open up a millinery store in the McElroy building the latter part of the month.

Joe Petersen, manager of the Estancia auto line was in town Tuesday evening from Mountainair, where he took in the Chautauqua.

Arthur F. F. Jennings is in the capital city this week on business.

WILLARD FIREMAN AGAIN LAID UP

Carl Custer Has Just Started Railroading But in Short Time He Smashes His Fingers and Hurts Ankle.

(Special Telegram to Evening Herald)

Willard, Aug. 9.—Carl Custer, a Willard boy who has been employed on the Santa Fe cut-off as a fireman on engine 118, is suffering at Belen with a badly-wrenched ankle. The injury was received three days ago near Belen. The hard kick occurred evidently after Mr. Custer, since this is the second accident he has suffered during the short time he has been railroading.

A month or two ago he had the fingers on his right hand crushed and was in the hospital at Las Vegas for several weeks.

Unless there is rain by the end of the week the farmers who have had such high hopes for crops this season are going to be considerably disappointed. There have not even light showers in this vicinity since July 27, and the crops are drying up in the fields. Beans and potatoes are the crops needing rain the worst. Always before, since the advent of the dry farmer into this valley August has been the best growing month, with an abundance of rain and splendid weather. The sun, beaming out of a cloudless sky, has scorched the growing crops with a ferocity rivaled only by the destructive hot winds of Kansas and Oklahoma.

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